



KSHB-TV

Print Date: 08/03/12

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Contract / Revision **305494** Flight Dates **07/25/12-07/31/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/03/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Governor** Product **Jay Nixon for Governor**

Estimate # **7/25-7/31**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
3	KSHB	07/30/12	07/31/12	OLY M-F 6a-9a Olympic Weekday Morning	CM	6a-9a	MT-----	1:00	3	\$1,000.00	P-2	2.10 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	MT-----					3	\$1,000.00		2.10		
4	KSHB	07/25/12	07/27/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	--WTF--	:30	2	\$325.00	P-2	5.00 NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	--WTF--					2	\$325.00		5.00		
E 5	KSHB	07/25/12	07/31/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$600.00	P-2	6.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	--WTF--					1	\$600.00		6.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KSHB	07/23/12-07/29/12		M-F 530-6p		530-6p	--WThF----	:30		(\$600.00)		6.00 NM		
Credited [moving \$ to next flight]														
Week:		07/30/12	08/05/12	MT-----					1	\$600.00		6.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	KSHB	07/30/12-08/05/12		M-F 530-6p		530-6p	MT-----	:30		(\$600.00)		6.00 NM		
Credited [moving \$ to next flight]														
6	KSHB	07/29/12	07/29/12	NBC Action News at 5p NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$600.00	P-2	8.50 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	-----S					1	\$600.00		8.50		
7	KSHB	07/28/12	07/31/12	Oly Zone Oly Zone	CM	630-7pm	MT---S-	1:00	1	\$1,500.00	P-2	5.10 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	-----S-					1	\$1,500.00		5.10		
Week:		07/30/12	08/05/12	MT-----					2	\$1,500.00		5.10		
8	KSHB	07/25/12	07/27/12	M-F 630-7p M-F 630-7p	CM	630-7p	--WTF--	1:00	1	\$1,500.00	P-2	6.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	--WTF--					1	\$1,500.00		6.00		
9	KSHB	07/30/12	07/31/12	OLY M-F 6a-9a Olympic Weekday Morning	CM	6a-9a	MT-----	:30	5	\$500.00	P-2	2.10 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	MT-----					5	\$500.00		2.10		
10	KSHB	07/30/12	07/31/12	Oly Late Fringe Olympic Late Fringe	CM	1135p-1235xm	MT-----	:30	2	\$800.00	P-1	3.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	MT-----					2	\$800.00		3.00		
11	KSHB	07/25/12	07/26/12	M-F Late News M-F Late News	CM	10-1035p	--11---	:30	2	\$700.00	P-2	4.90 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	--11---					2	\$700.00		4.90		
12	KSHB	07/27/12	07/31/12	M-F Late News M-F Late News	CM	10-1035p	11--1--	:30	3	\$1,100.00	P-2	4.90 NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/23/12	07/29/12	----1--					1	\$1,100.00		4.90		
Week:		07/30/12	08/05/12	11-----					2	\$1,100.00		4.90		
13	KSHB	07/25/12	07/26/12		CM	1035-1135p	--11---	:30	2	\$200.00	P-2	1.90 NM	2	\$400.00



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Estimate # **7/25-7/31**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 1035-1135p Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	--11---					2	\$200.00		1.90			
14	KSHB	07/25/12	07/27/12	Today Show Today Show	CM	7-9a	--WTF--	:30	1	\$425.00	P-2	2.10	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	--WTF--					1	\$425.00		2.10			
15	KSHB	07/25/12	07/26/12	M-F 630-7p M-F 630-7p	CM	630-7p	--WT---	:30	2	\$750.00	P-2	6.10	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	--WT---					2	\$750.00		6.10			
													Totals	32	\$25,225.00